

Rep Order# 9793615 Ver# 7 Status Revised  
EC'd Yes

Traffic Order# 1355167

Printed: 09/11/2012 10:04 AM  
Last Received: 09/10/2012 7:45 PM  
Showing Buylines: All Rep Revised Lines

1 of 2

Station WXLV-TV GREENSBORO/W.SALEM  
Advertiser ( ) POLITICAL  
Product MCCRORY FOR GOV  
Estimate# 820826  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E MCCRO/ORDR/820826  
Flight Dates 08/20/2012 - 08/26/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JONATHAN VITTI  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

--- CONTRACT COMMENT ---

MCCRORY FOR NC GOVERNOR \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 17 FOR SPOT CREDITED THAT DID NOT RUN  
PLS MAKE NOTE TO ISSUE CREDIT BACK  
PLS CF THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*17	SA	08/25-08/25	6P-630P	HOLLYSCOOP	.30	\$25.00	0	0	0	\$0.00
Rating: 1.1										
Sales Remark. V7 1X CREDITED 8/25 THAT DID NOT RUN										
V7 Comment Changed, Spots/week Changed										

---REPORT TOTALS---

Report Totals. 0 / \$0.00

---SALES MONTHLY TOTALS---

Aug 12. 18 / \$2,965.00  
Sales Totals. 18 / \$2,965.00  
Station Totals. 18 / \$2,965.00  
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$49,417  
CABL 0% UNKN 0% WEFX 0% WCMG 0% WPMY 28%  
WGHP 26% WMIV 1% WUPN 0% WXII 39% WXLV 6%

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Salesperson FAX#

Books null  
Demos RA35+

Rep Order# 9793615 Ver# 6 Status Returned  
EC'd Yes

Traffic Order# 1355167

Printed: 08/30/2012 2:14 PM  
Last Received: 08/23/2012 11:31 AM  
Showing Buylines: Last Sta Revised Lines

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Station WXLV-TV GREENSBORO/W.SALEM  
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--- REMARKS ---

pls see line # 17 for n/a and credit.  
pls send revised ppw.  
tks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*17	SA	08/25-08/25	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
Rating: 1.1										
Station Remark: V6 1x n/a 8/25 (oversold)-pls credit										

---REPORT TOTALS---

Report Totals. 1 / \$25.00

---SALES MONTHLY TOTALS---

Aug 12. 19 / \$2,990.00  
Sales Totals. 19 / \$2,990.00  
Station Totals. 19 / \$2,990.00  
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$49,833  
CABL 0% UNKN 0% WBFX 0% WCVG 0% WPMY 28%  
WGHP 26% WMYV 1% WUPN 0% WXII 39% WXLV 6%

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